

PROJECT NUMBER: 2100  
PROJECT TITLE: New Product Innovations  
PROJECT LEADER: C. J. Campbell  
PERIOD COVERED: October, 1987

#### I. PROJECT HUMIDOR

- A. Objective: Develop a moisture release device for use inside a cigarette pack which will maintain the pack OV at the desired level.
- B. Status/Plans: Initial ageing test is complete on the most recent humidor pack configuration and results are favorable. A second test is now underway in an effort to duplicate the earlier results. Completion is expected in mid-November. Consumer testing of this "Freshness" concept in early 1st Quarter, 1988 is under discussion with PED.

#### II. PROJECT YOUTH

- A. Objective: Develop a means for maintaining fresh cigarette flavor in a hermetically sealed pack.
- B. Status/Plans: Two approaches are being pursued in an effort to reduce the off taste produced by microbial activity; elimination of oxygen inside the pack, and irradiation. Testing of oxygen reduction packets has begun, but their ability to reduce the oxygen level significantly is in doubt. An irradiation test is now being planned.

#### III. FLAVOR ENCAPSULATION

- A. Objective: Develop the means to encapsulate flavors for use in new or improved products.
- B. Status/Plans: At the request of FTR, a modified BLUES flavor (non water soluble) has been blended and is now in the process of being encapsulated. An objection has been raised to the use of the scented tear tape for Byzantium because the encapsulating material is urea formaldehyde. Efforts are underway to determine the quantity involved and it's potential effects.

#### IV. EMBOSSING CONCEPTS

- A. Objective: Explore the potential advantages of embossing cigarette paper, tipping and plug wrap for both cost savings and aesthetic appeal.
- B. Status/Plans: Various sample cigarettes with embossed tipping have been produced by machine in the Semiworks and are now being

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evaluated for dilution. A special embossing tool is being fabricated for further experimentation.

V. TAMPER EVIDENT PACK

- A. Objective: Develop potential packaging materials and processes for positively and obviously indicating an attempt to tamper with a pack.
- B. Status/Plans: A preliminary lab test of a pressurized inner bundle is in progress. An outside consulting firm, R.T. Dodge, is pursuing the development of dyes which change color to indicate a puncture through the package.

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